

# Email 1: First Email After Signing Up

From: The Petful Team

Subject: Welcome to the Petful Pack: Real Advice. Honest Reviews. Happier Pets.

Hello {First name of pet parent should go here},

Welcome to the Petful pack!

Finding the best pet products, services, guidance, and support can be daunting.

We knew there had to be a better way to rise above the noise and deliver real-world expertise that prioritizes your pets' health and happiness.

So we built it.

Petful is your trusted companion to make your pets' lives easier, safer, and happier.

**Here's what you can expect from us, and why pet parents rely on Petful:**

## **Comprehensive, Robust Product Reviews**

Every product is put through in-depth, hands-on testing, ensuring honest, reliable guidance you can count on.

## **Peace of Mind for Pet Parents**

Straightforward, expert insights that cut through the noise and keep your pet's safety top of mind—no fear-mongering, just facts.

## **Insightful Expertise & News You Can Use**

Advice backed by experience that helps you make smart decisions—clear, direct, and grounded in what really matters to you.

At Petful, we believe pets are family and that honesty is always the best policy.

That's why thousands of pet parents like you trust us every day.

Oh, and we'll never overload your inbox.

Our rule of thumb is simple: Petful shares content to improve your pet's life.

Ready to dive right in? Start here: [Honest Product Reviews for Modern Pet Parents](#)

Thanks for being part of the Petful pack. ~The team at Petful~

Email 2 of 7

From: The Petful Team

Subject: Peeling back the reality of pet food labels

Hi {First name of pet parent should go here},

You **should** be able to trust what's in your pet's food.

But times have changed.

Labels on pet food tell you one thing, but the reality can be something completely different.

The actual ingredients and where they come from? Well.....

Pet food labels can be confusing, right?

Take "animal fat," for example. It sounds simple enough, but according to AAFCO (the Association of American Feed Control Officials), it's defined as:

"Obtained from the tissues of mammals and/or poultry in the commercial processes of rendering or extracting."

So what's a dedicated pet parent like you to do?

First, sign up for [PetRecalls.com](https://www.petrecalls.com) alerts for the best, most complete archive of dog and cat food recalls in the United States.

Then, look for meat sources that are clearly named, like **beef, chicken, or turkey**, not generic "animal fat" or "meat meal."

Maybe you've thought about making fresh, homemade meals for your dog, but aren't sure where to start or how to do it right.

Check out our in-depth review of ChefPaw, the at-home dog food maker that's making waves:

[ChefPaw Review – Is It Worth the Hype?](#)

Your pet deserves a healthy, well-balanced meal, and you deserve to know the truth.  
Cheers to healthy, happy pets, ~The team at Petful

## Email 3 of 7

From: The Petful Team

Subject: When should your pet receive emergency care?

Hi {First name of pet parent should go here},

It's every pet parent's worst nightmare: your dog or cat faces a sudden, life-threatening emergency.

We've been there, too.

Every day, thousands of pets experience unexpected crises, from toxic ingestion to breathing difficulties.

Maybe your cat ate something she shouldn't have. Or perhaps you discover your dog's gums are pale while brushing his teeth.

Now what?

Sometimes, waiting is okay, but some things require immediate action. Recognizing those early warning signs can make all the difference.

Petful's thorough guide, [10 Signs That Your Pet Needs Emergency Care](#), can help you know when to call the vet and when to act right away.

**The bottom line:** Never second-guess your instincts, and always know your pet's baseline normal. That way, if something is amiss, you are prepared to act.

Until next time, here's to your pets' good health.

The team at Petful

## Email 4 of 7

From: The Petful Team

Subject: Do chewable joint supplements actually work?

Hello {First name of pet parent should go here},

You've seen the ads.

The promises of improved mobility and happier dogs.

Like you, we want our dogs to live longer, pain-free lives.

But can a chewable joint supplement **really** make a difference?

The truth? Not all of them.

If your dog shows [signs of slowing down](#), like:

- Hesitating on the stairs

- Limping or slowing after playtime
- Difficulty in getting up

You want to do something to help.

That's why we decided to take a close look at Wuffes Advanced Hip and Joint Support Chews.

We examined what's in the jar and whether it lives up to its claims.

If joint health is on your radar or will be in the future, this review will help guide your decision.

[\[Learn If Wuffes Is Worth Considering\]](#)

When your dog depends on you to do what's best, Petful is here with facts, not fluff.

Stay curious, stay informed, and thanks for giving your pets the best.

The team at Petful

## Email 5 of 7

From: The Petful Team

Subject: Avoid Legal Trouble: Tips for Pet Parents

Hello {First name of pet parent should go here},

***Nearly 5 million.***

That's how many Americans are bitten by dogs every single year, according to the CDC.

From dogs who nip to full-on bites, it's a serious issue—and cats can bite or scratch too.

We've all been there. No one wants to end up in a lawsuit or a tense situation because their pet reacted to something unexpected.

Imagine you're out walking your dog when someone rushes up to hug your dog, or a visitor tries to pick up your cat without asking.

Smart pet parents like you know these are major no-nos, {First Name}.

As your go-to pet safety experts, Petful is here to guide you on:

- [How to greet a dog the proper way](#) (and avoid bites)
- [How to pet a cat safely](#)

Taking the precautions in the above articles can go a long way in preventing bites and accidents.

Stay tuned for our next email—one of the hottest topics in the pet world is coming your way.

Tell your pets we said hello!

The team at Petful

## Email 6 of 7

From: The Petful Team

Subject: Fleas and ticks don't want you to know this

Time for a hot topic, {First name of pet parent should go here},

Ticks!

These tiny parasites threaten dogs and cats year-round, even during the coldest months.

Even when it's cool outside, ticks can latch onto your pets and cause serious, sometimes life-threatening health issues.

The good news? There are plenty of ways to protect your pets from fleas and ticks—from less chemical solutions to veterinarian-prescribed topicals and oral treatments.

Remember, what works for you may not work for another. It's important to find the solution that's right for **your** dog or cat.

We're pulling back the curtain on [tick myths versus realities](#)—so you can separate fact from fiction.

And as a bonus, we're sharing our [expert guide to home remedies against fleas](#).

Always talk to your veterinarian or holistic vet about the best solutions for your pet's needs, {First Name}.

Stay tuned for our next email, where we'll dive into a dirty secret in the pet world.

All our best,

The team at Petful

## Email 7 of 7

From: The Petful Team

Subject: One Simple Fix to a Common Pet Health Hazard

Hi, {pet parent}

We don't like secrets.

Especially dirty secrets that threaten your pets' well-being.

But here's one that often goes unnoticed: **dirty pet bowls**.

As a thank you for being part of the Petful family, we've put together a [quick, actionable guide](#) that covers:

- How to clean your pet's bowls
- Which cleaning products to use (and avoid)
- Why biofilm is dangerous to pets
- The best types of bowls (including our personal favorite)

[\[Why Pet Water Bowl Hygiene is Crucial for Your Pet's Health\]](#)

Thanks for being a dedicated pet parent. We are grateful to have you in the Petful pack.

Stay tuned. The best is yet to come.

Grateful for you,

The team at Petful